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FENDI and Thierry Lasry for SS15 sunglasses capsule collection in partnership with Safilo

FENDI taps French designer Thierry Lasry to design a FENDI eyewear capsule collection that will be launched for the Spring Summer 2015 season.

This creative partnership will perfectly combine vision and creativity of FENDI and Thierry Lasry, who for the first time will collaborate with a luxury House.

“We are very excited of collaborating with Thierry Lasry, one of the most creative and coolest eyewear designer of the moment. With Thierry we share common values, such as savoir faire, innovation, tradition and experimentation, which are at the core of FENDI’s DNA. We are sure this partnership will bring further energy and vibration to our brand”, states Pietro Beccari, Chairman and CEO of FENDI.

“At Safilo, we feel truly inspired to contribute the very best of our longstanding eyewear savoir faire and innovative product expertise to our trendsetting partnership with Fendi”, says Luisa Delgado, CEO of Safilo Group. *“The exciting collaboration with Thierry is an exceptional opportunity to further enrich the extremely precious Fendi eyewear collection”.*

Over the past couple of years, building on the concept of “futuristic vintage”, fusing vintage inspirations with an updated, modern and avant-gardist touch, Thierry Lasry has created a signature look without the use of any visible logo, maintaining the integrity for creativity.

Fendi sunglasses capsule collection will be designed by Thierry Lasry in collaboration with Safilo, which starting from January 2014 will produce and distribute the luxury House’s eyewear in the world.

FENDI

The house of FENDI was established by Adele and Edoardo Fendi in Rome in 1925 with the opening of the first FENDI boutique– a handbag shop and fur workshop. Soon winning international acclaim, FENDI emerged as a brand renowned for its elegance, craftsmanship, innovation and style. In 1965, the collaboration with Karl Lagerfeld begins and continues today. In 1992 Silvia Venturini Fendi is appointed FENDI’s accessories creative director. In 2000 the LVMH Group acquires FENDI becoming in 2001 its majority shareholder. Today FENDI is synonymous with tradition, experimentation and creativity.

THIERRY LASRY

Raised in a highly creative environment by an optician as a father and a designer as a mother, Thierry Lasry launched his eponymous sunglass line in 2006, aimed at a certain Elite looking to distinguish themselves out of the crowd.

Thierry Lasry’s sunglasses are entirely handmade in France with the best craftsmanship techniques and traditional know-how.

Distribution features many of the best stores worldwide such as Colette (Paris), Bergdorf Goodman & Barneys (New York), Lane Crawford (Hong Kong), Dover Street Market & Liberty (London), Boon the Shop and 10 Corso Como (Seoul), and many more.

His collections are also known to have a strong following of A-celebrities including Madonna, Rihanna, Lady Gaga, Anne Hathaway, Miley Cyrus, Jennifer Lopez, Alicia Keys.

SAFILO GROUP

The Safilo Group is worldwide leader in the premium eyewear sector for sunglasses, optical frames and sports eyewear. With an international presence through 30 owned subsidiaries in primary markets – in America, Europe and Asia – and exclusive distributors, Safilo produces and distributes its house brands – Safilo, Carrera, Polaroid, Smith Optics, Oxydo – and the licensed brands Alexander McQueen, Banana Republic, Bobbi Brown (starting from 2014), BOSS, BOSS Orange, Bottega Veneta, Céline, Dior, Fendi (starting from 2014), Fossil, Gucci, HUGO, J.Lo by Jennifer Lopez, Jimmy Choo, Juicy Couture, Kate Spade, Liz Claiborne, Marc Jacobs, Marc by Marc Jacobs, Max Mara, Max&Co., Pierre Cardin, Saint Laurent, Saks Fifth Avenue, and Tommy Hilfiger. For further information www.safilo.com